

## Message Text

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PAGE 01 MILAN 01180 141656Z

72

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 141420Z AUG 74

FM AMCONSUL MILAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 3706

AMEMBASSY ROME

UNCLAS MILAN 1180

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: MARKET RESEARCH - MINICOMPUTERS, TERMINALS AND PERIPHERALS

REF: STATE A-2247 MAR 19, 1974

1. TRANCU MINICOMPUTERS, TERMINALS AND PERIPHERALS ADVANCE COPY HAS TRANSMITTED VIA APO AUGUST 12, 1974; 10 COPIES SENT BY POUCH AUGUST 14.

2. POST BELIEVES REPORT FULLY COMPLIES WITH SPECIFICATIONS.

3. IN HIS STUDY TRANCU CONFIRMS THAT:

- A. PRODUCTS MARKET ANALYSIS IS WELL MADE AND THOSE HAVING BEST SALES POTENTIAL ARE WELL IDENTIFIED AND COMMENTED.
- B. ITALIAN MARKET IN THIS SECTOR IS VERY ACTIVE AND IS CONSIDERED ONE OF THE MOST PROMISING OF THE WESTERN EUROPEAN COUNTRIES
- C. THE EXCELLENT SHARE OF THE U.S. EQUIPMENT: APPROXIMATELY 20 PER CENT OF THE CONSUMPTION IS MET BY IMPORTS FROM U.S. AND IT IS FORECAST THAT IMPORTS FROM U.S. WILL DOUBLE IN THE NEXT 3 YEARS.
- D. PRICE IS NOT AN IMPORTANT FACTOR EXCEPT IN LESS SOPHISTICATED EQUIPMENT.

4. IN VIEW OF THE PREDICTIONS OF A GREATER INCREASE IN DEMAND AND THE GROWING ROLE WHICH U.S. PRODUCTS AND TECHNOLOGY WILL PLAY IN THE ITALIAN MARKET, TRANCU STRONGLY RECOMMENDS THAT THE U.S. GOVERNMENT SPONSOR AN EXHIBITION TO PROMOTE THE SALE OF  
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MINICOMPUTERS, TERMINALS AND PERIPHERALS IN ITALY. FINA

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Draft Date:** 14 AUG 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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